

REP: TEL# 703-516-9339 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 19.04
*** WFLA-TV ***
CHANGES

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER #	CONTRACT #	6400802	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	60 PLUS ASSOCIATION	EST#60	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	NOV1/12	NOV5/12	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE NOV1/12
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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

AGENCY ADVERTISER CODE = AGENCY EST# = 60
AGENCY PRODUCT CODE =

15	S	700P-800P	30	\$1,300.00	11/3	11/3	0	SAT	0
PROGRAM : ENT TONIGHT									
CON COM1: ENT TONIGHT									

REP HEADLINE# 6400802 TRF# E:064008
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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16	S		900P-1000P	30		\$1,800.00	11/3	11/3	0		SAT	0
PROGRAM : CHICAGO FIRE												
CON COM1: CHICAGO FIRE												

17	S		1000P-1100P	30		\$2,200.00	11/3	11/3	0		SAT	0
PROGRAM : LAW ORDER SVU												
CON COM1: LAW ORDER SVU												

32	S		800P-900P	30		\$3,500.00	11/2	11/2	0		FRI	0
PROGRAM : STARWATCH: JAMES BOND SKYFALL												
CON COM1: STARWATCH: JAMES BOND SKYFALL												

33	A		800P-1000P	30		12300.00	11/5	11/5	1		MON	1
PROGRAM : VOICE												
CON COM1: VOICE												

NOV/12 100340.00 CONTRACT TOTAL 100340.00
 TOTAL SPOTS 40

MARKET TOTALS \$200,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RASO+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

60 Plus Association / Issue
Submission Number 822 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	60 Plus Association / Issue	Submission Cost:	100340	Campaign Ref:	E:064008020
Buyer:	..	Client/Product/Estimate:	././60	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06400802
Est/PO Number:	06400802	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	60 Plus Association	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 6a News ...TF..	01	1500	30 Comme	Nbr of Spots	2		2	3000
2	M-F 7a Today Show ...TF..	01	2000	30 Comme	Nbr of Spots	2		2	4000
3	M-F 9a Today Show II ...TF..	01	1050	30 Comme	Nbr of Spots	2		2	2100
4	M-F 4p Dr Oz ...TF..	01	1130	30 Comme	Nbr of Spots	2		2	2260
5	M-F 5p News ...TF..	01	1700	30 Comme	Nbr of Spots	2		2	3400
6	M-F 530p News ...TF..	01	1700	30 Comme	Nbr of Spots	2		2	3400
7	M-F 6p News ...TF..	01	2600	30 Comme	Nbr of Spots	2		2	5200
8	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1		1	7000
9	M-F 7p News	01	2200	30 Comme	Nbr of Spots	2		2	4400
Weekly Totals:						32	11	43	
Total Spots(Ord Spots)						32	11	43	
Open PR						-3		-3	-5300
Closed PR						1		1	

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: 60 Plus Association / Issue	Submission Cost: 100340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: ./ / 60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est/PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 730p Entertainment Tonight ...TF..	01	2200	30 Comme	Nbr of Spots	2	2	4400
11	M-Su 11p News ...TFS..	01	2500	30 Comme	Nbr of Spots	3	3	7500
12	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01		30 Comme	Nbr of Spots			
13	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots	2	2	2000
14	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots	1	1	600
15	Sat 7p Entertainment TonightS.	01	1300	30 Comme	Nbr of Spots	1	1	1300
16	Sat 9p ET / 8p CT Chicago FireS.	02	1800	30 Comme	Nbr of Spots	1	1	1800
17	Sat 10p ET / 9p CT Law & Order SVUS.	02	2200	30 Comme	Nbr of Spots	1	1	2200
18	Sun 8a Today ShowS	01	1100	30 Comme	Nbr of Spots	1	1	1100
19	Sun 9a NewsS	01	600	30 Comme	Nbr of Spots	1	1	600
20	Sun 7p ET / 6p CT Football Night In America	01	8500	30	Nbr of Spots	1	1	8500
Weekly Totals:								
Total Spots(Ord Spots)					32	11	43	
Open PR					-3		-3	-5300
Closed PR					1		1	

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 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: 60 Plus Association / Issue	Submission Cost: 100340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: . / . / 60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est/PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
22	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
23	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
24	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
25	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
26	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
27	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
28	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
29	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
30	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
31	Fri 10p ET / 9p CT Revolution ...F..	01	10000	30 Comme	Nbr of Spots	1	1	10000

Weekly Totals:	Total Spots(Ord Spots)	32	11	43	
Open PR		-3		-3	-5300
Closed PR		1		1	

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 600 Fairmount Avenue
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 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Client: 60 Plus Association / Issue	Submission Cost: 100340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: . / . / 60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est./PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
32	Mon 8-10p ET / 7-9p CT Voice	02	12300	30		1	1	12300
	M.....			Comme				

Weekly Totals:	Total Spots(Ord Spots)	32	11	43	
	Open PR	-3		-3	-5300
	Closed PR	1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	0.00	31 (11/02)	0000184627	E:064008020
15	Sat 7p Entertainment Tonight	:30 Commercial	10/29/12	Open Pre Emption	1,300.00		0000000000	E:064008020
16	Sat 9p ET / 8p CT Chicago Fire	:30 Commercial	10/29/12	Open Pre Emption	1,800.00		0000000000	E:064008020
17	Sat 10p ET / 9p CT Law & Order SVU	:30 Commercial	10/29/12	Open Pre Emption	2,200.00		0000000000	E:064008020

Grand Totals		Month 11 Weeks: 4	
	Totals	10/29	11/05
	Spots	43	32
	Cost	105640	74760
			30880

Grand Totals:	Spots: 43
	Gross Total: 100,340.00
	Commission: 15,051.00
	Net Total: 85,289.00

REP HEADLINE# 6400802 TRF# E:064003 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 10.12
 CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/60 PLUS ASSOCIATION REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MENIZER MEDIA SERVICES, INC. BUYER NAME ANGELA MCCANN

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)
 TOWSON, MD 21286

ORDER # CONTRACT # 6400802 CLASS: NATL. LOCAL REGIONAL

FRDCT 60 PLUS ASSOCIATION EST#60 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 10.12

REP: MAKEGOOD
 SPOT CANCELED LN 28
 LN 32 ADDED
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRAIN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
 AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
 FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
 IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

8/1/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	S		630P-700P	30		\$7,000.00	11/5	11/5	0		MON	0

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 60
 PROGRAM : NIGHTLY NEWS
 CON COM1 : NIGHTLY NEWS

REP HEADLINE# 6400802 TRF# E:064008
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 10.12
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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32	A		800P-900P	30		\$3,500.00	11/2	11/2	2		FRI	2
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PROGRAM : STARWATCH: JAMES BOND SKYFALL
 CON COM1: STARWATCH: JAMES BOND SKYFALL

NOV/12 100340.00

CONTRACT TOTAL 100340.00
 TOTAL SPOTS 44

MARKET TOTALS \$200,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT 30 / 12 22.12
***** WFLA-TV *****

BUYER NAME ANGELA MCCANN

SALES PRSN WA-MEGHAN MCGARR (H)

TOWSON, MD 21286

CLASS: NATL. LOCAL REGIONAL

(CE)

DATE OCT30/12 22.12

NEW ORDER
TTL \$100,340 @43X
PLEASE CONFIRM
THANKS! BRIAN FOR MECHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB #1021, TV INVOICES #9912736, 60 PLUS ASSOCIATION

ME

93

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,500.00	11/1	11/2	2		TH-F	2
PROGRAM : 6A TODAY CON COM1 : 6A TODAY												
2			700A-900A	30		\$2,000.00	11/1	11/2	2		TH-F	2
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												

REP HEADLINE# 6400802
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 22.12
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,050.00	11/1	11/2	2		TH-F	2
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,130.00	11/1	11/2	2		TH-F	2
5			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	11/1	11/2	2		TH-F	2
6			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	11/1	11/2	2		TH-F	2
7			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,600.00	11/1	11/2	2		TH-F	2
8			630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$7,000.00	11/2	11/2	1		FRI	1
9			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,200.00	11/1	11/2	2		TH-F	2
10			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/1	11/2	2		TH-F	2
11			1100P-1135P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$2,500.00	11/1	11/3	3		TH-SA	3

REP HEADLINE# 6400802
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 22.12
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		10000.00	11/2	11/2	1		FRI	1
13			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$1,000.00	11/3	11/3	2		SAT	2
14			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$600.00	11/3	11/3	1		SAT	1
15			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,300.00	11/3	11/3	1		SAT	1
16			900P-1000P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$1,800.00	11/3	11/3	1		SAT	1
17			1000P-1100P PROGRAM : LAW ORDER SVU CON COM1: LAW ORDER SVU	30		\$2,200.00	11/3	11/3	1		SAT	1
18			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$1,100.00	11/4	11/4	1		SUN	1
19			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$600.00	11/4	11/4	1		SUN	1
20			700P-815P PROGRAM : FOOTBALL NIGHT CON COM1: FOOTBALL NIGHT	30		\$8,500.00	11/4	11/4	1		SUN	1

REP HEADLINE# 6400802
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT30/12 22.12
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			600A-700A PROGRAM : TODAY 6A CON COM1: TODAY 6A	30		\$1,500.00	11/5	11/5	1		MON	1
22			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	11/5	11/5	1		MON	1
23			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$1,050.00	11/5	11/5	1		MON	1
24			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$1,130.00	11/5	11/5	1		MON	1
25			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,700.00	11/5	11/5	1		MON	1
26			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,700.00	11/5	11/5	1		MON	1
27			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,600.00	11/5	11/5	1		MON	1
28			630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$7,000.00	11/5	11/5	1		MON	1
29			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$2,200.00	11/5	11/5	1		MON	1

REP HEADLINE# 6400802
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT30/12 22.12
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			730P-800P	30		\$2,200.00	11/5	11/5	1		MON	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
31			1100P-1135P	30		\$2,500.00	11/5	11/5	1		MON	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
NOV/12 100340.00												
CONTRACT TOTAL											100340.00	
TOTAL SPOTS											43	

MARKET TOTALS \$200,680 WFLA 50% WFTS 20% WTSP 20% WTVT 10% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA50+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: 60 Plus Association / Issue	Submission Cost: 89340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: . / .60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est./PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: 60 Plus Association	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 6a News ...TF..	01	1500	30 Comme	Nbr of Spots	2	2	3000
2	M-F 7a Today Show ...TF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
3	M-F 9a Today Show II ...TF..	01	1050	30 Comme	Nbr of Spots	2	2	2100
4	M-F 4p Dr Oz ...TF..	01	1130	30 Comme	Nbr of Spots	2	2	2260
5	M-F 5p News ...TF..	01	1700	30 Comme	Nbr of Spots	2	2	3400
6	M-F 530p News ...TF..	01	1700	30 Comme	Nbr of Spots	2	2	3400
7	M-F 6p News ...TF..	01	2600	30 Comme	Nbr of Spots	2	2	5200
8	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1	1	7000
Weekly Totals: Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: 60 Plus Association / Issue	Submission Cost: 89340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: . / . / 60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est./PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 7p News ...TF..	01	2200	30 Comme	Nbr of Spots 2		2	4400
10	M-F 730p Entertainment Tonight ...TF..	01	2200	30 Comme	Nbr of Spots 2		2	4400
11	M-Su 11p News ...TFS.	01	2500	30 Comme	Nbr of Spots 3		3	7500
12	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots 1		1	10000
13	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots 2		2	2000
14	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots 1		1	600
15	Sat 7p Entertainment TonightS.	01	1300	30 Comme	Nbr of Spots 1		1	1300
16	Sat 9p ET / 8p CT Chicago FireS.	02	1800	30 Comme	Nbr of Spots 1		1	1800
17	Sat 10p ET / 9p CT Law & Order SVUS.	02	2200	30 Comme	Nbr of Spots 1		1	2200
18	Sun 8a Today ShowS.	01	1100	30 Comme	Nbr of Spots 1		1	1100
19	Sun 9a News	01	600	30	Nbr of Spots 1		1	600
Weekly Totals: Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 822 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: 60 Plus Association / Issue	Submission Cost: 89340	Campaign Ref: E:064008020
Buyer: ..	Client/Product/Estimate: . / .60	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06400802
Est./PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	Sun 7p ET / 6p CT Football Night In AmericaS	01	8500	30 Comme	Nbr of Spots	1	1	8500
21	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
22	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
23	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
24	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
25	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
26	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
27	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
28	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
29	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
Weekly Totals: Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

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Est./PO Number: 06400802	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
30	M-Su 11p News	01	2500	30		1	1	2500
	M.....			Comme				
Weekly Totals: Total Spots(Ord Spots)					32	10	42	
Open PR					-2		-2	-4000

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
16	Sat 9p ET / 8p CT Chicago Fire	30 Commercial	10/29/12	Open Pre Emption	1,800.00		0000000000	E:064008020
17	Sat 10p ET / 9p CT Law & Order SVU	30 Commercial	10/29/12	Open Pre Emption	2,200.00		0000000000	E:064008020

Grand Totals

		Month 11 Weeks: 4	
		10/29	11/05
Totals		42	32
Spots			74760
Cost		93340	18580

Grand Totals:

Spots:	42
Gross Total:	89,340.00
Commission:	13,401.00
Net Total:	75,939.00